

Mercer University Student Symposium

Mercer University

Project Description & Implementation Overview

The Mercer Student Symposium was held during the AMCP Educational Conference as an addendum to the programming offered to students (this was a special circumstance due to the AMCP meeting being held in Atlanta in October 2011). This event was not sponsored by AMCP, and was a separate event and run completely by the AMCP Chapter Members at Mercer. This symposium specialized in topics that were specific to the growth and leadership centered on student involvement. It is an expansion and revised program that was a pet project that started in Fall of 2010 to connect managed care pharmacists with interested students.

These were the main topics of the programming:

1. **Exposure of Managed Care Job Profiles** - The focus behind this component is to offer first-hand accounts of the creative and unique job field that exists within Managed Care. It allows for experienced managed care professionals to share their paths to success with students so they can digest the information and experiences to cultivate their own path. We fulfilled this topic by having a Keynote Speaker address the changing tide of managed care pharmacy.
2. **Develop Leadership Skills for Student Involvement** - This portion of the program centered on networking skills and building your representation to allow students to approach pharmacists/opportunities with confidence, competency, and grace. The benefit of this portion lies in the informal nature of the structure that allows for a comfortable environment to develop their skill set as well as tutelage from managed care professionals.
3. **Round-table discussions on trending pharmacy topics** - This component was developed to expose pharmacy students on where and what topics to look for on issues that matter to pharmacists. Specifically, this allows students to have insight into what managed care professionals are passionate about in their daily routine and to see what different subsets of activities that they can continue to learn about even after they have left school. Round table topics: Internship/Residency, Mentorship, Entrepreneurship, P&T, Leadership Transitions, Medicaid/Medicare, Comparative Effectiveness, Speed Interviewing, and Industry/MSL.

Purpose of the Project

The value of this project is to educate, inspire, and develop student involvement for involvement in the field of Managed Care Pharmacy. The passion and knowledge translates to an invaluable amount of wisdom that can be passed down to students. Our purpose of this project was to create a medium where this transition can take place in a comfortable, realistic, environment.

Project Budget: Expenses and Revenues

Expenses:

Refreshments (cookies and soft drinks, tapas and cash bar): \$2,800
(sponsorship/grant support)
Materials for prizes: \$40 for speech prizes
Thank you cards: \$5 for volunteers

Revenues:

Registration Early (\$25 with \$20 reimbursed to those who stayed the entire time):
45 students = \$225
Registration at the Door (\$25 non-refundable to prevent late comers next year):
5 students = \$125

Who and How Many Chapter Members are involved?

The Executive Board members of the AMCP Chapter at Mercer University and their Diplomat were involved in planning and implementation. Ideas and speakers were planned in advance by the Chapter President and Diplomat and the logistics were run by the rest of the group.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The target audience should be students who have an interest in Managed Care, or want to develop their skill sets to network and enhance their communication abilities. On the professional side you need to find pharmacists who are eager to share their knowledge, willing to be a mentor and who are excited to have continued involvement with the students. Once these professionals are identified they should be targeted by project planners to ensure their passion and engagement is evident and genuine. These contacts can be found through an AMCP Diplomat, alumni mailing lists, speaker list, local chapter meetings of AMCP, school chapter meetings, or email listings for AMCP state affiliate members. We contacted most by phone and in person at the AMCP Annual Meeting & Expo.

What Materials are Needed? Outside Resources, Ordering, etc?

- Food & Refreshments: Refreshments between meals are ideal to break up the programming to prevent monotony. Food can also provide additional face time for people to network and exchange contact information. We felt like we had to provide quality refreshments to reinforce the professional atmosphere to both the student pharmacists and the professionals.
- Venue: A venue that accommodates a target number of attendees is necessary and conference centers are ideal, although they are expensive. Orders should be solidified by 2 weeks prior to the event, at the latest. Catering at our University campus was much cheaper in the year previous, but that location was not ideal for us this year.
 - Tables and Chairs
- Nametags: for both professionals and student pharmacists

- Roundtable Speakers: Speakers are necessary for the programming, round table, and to participate in the networking session. Be sure to contact these professionals well ahead of time.

We had a manageable number of attendees so we did not have to order A/V.

Timeline for Implementation and Execution

**This was a special circumstance that the National Meeting was in Atlanta and happened to coincide with this event-therefore AMCP's President was able to attend*

6 Months Prior to Event

- Talk with AMCP Board of Directors President about possible attendance*
- Touch base with possible roundtable presenters and request their help
- Brainstorm funding options

2-3 Months Prior to Event

- Remind AMCP Board of Directors President of meeting date *
- Secure Keynote speaker and contingency plan
- Remind roundtable speakers of event
- Begin fundraising strategies
- Secure Venue
- Contact catering service
- Create registration document and begin PayPal registration
- Brainstorm topics for networking discussion
- Send email/attachment to AMCP for email blast to all students with basic information*

1 Month Prior to Event

- Solidify topics of networking discussion
- Confirm roundtable volunteers
- Touch base with venue
- Confirm numbers with catering services
- Send second email blast through AMCP including registration link*
- Obtain excused absence approval through the Dean's office
- Remind AMCP Board of Directors President of event*

2 Weeks Prior to Event

- Collect money and close registration
- Send final count to catering service

Week of Event

- Send finalized information to students and professionals (directions to venue, timetable, meeting agenda, goals of the event etc)

Follow-up with Faculty Members/Volunteers/Participants

All Pharmacist participants were sent hand written thank you letters signed by the entire executive board for helping to foster and encourage student involvement. Since this event, many of these pharmacists have been involved in our chapter meetings or site visits which gives the students a chance to continue their network relationship formed at the symposium.

Project Evaluation:

At the close of the event surveys were distributed with 3 questions:

What did you like (what was good)?

What did you not like (what was bad)?

What would you like to see in future events?

What Went Well?

The networking session was the best part of the symposium. A lot of good feedback was received for this session (due to the personality of the presenter-he was very personable and excited to talk about the subject and got everyone involved). We would improve next year by expanding topics as well as having a more structured system that allows for more exposure amongst the attendees.

The variety of the round tables was also a strong point for this event and the speed interviewing was very unique. We were able to have all of the most respected managed care authorities in the state come and share experiences at round tables as well as some nationally influential volunteers. Students were happy to see so many options.

We were able to have the AMCP Board of Directors President, Dave Clark, come address the attendees at the beginning of the meeting. This was very well received by all of the attendees as a whole, as well as the professionals that volunteered.

What Didn't?

The keynote speaker talked a little above the heads of some of the students. This could have been avoided if we properly communicated the nature of our attendees (some were not members of AMCP, just Mercer students) to the speaker so that he could identify with them. The session also went a little long. To avoid this next time we could have multiple speakers for 10-15 minutes or a 40 minute panel discussion instead of a single keynote speaker for 40 minutes.

Cost of the entire event was very high. Although the costs were all covered by the financial planning, they could have been better controlled had the event not been at the conference center or if we had not ordered as many refreshments as we did.

How Would You Improve for the Next Year?

The Symposium will take place at Mercer University next year. Our costs will be lower and we will be able to add a networking dinner at the end so that students can dine with the volunteers. This will allow the students to get to know the professionals in a different light and it gives ample opportunity to ask many questions that may come to mind throughout the day.

Planning each roundtable early is essential. While we had ideas for 20 different tables we only had a limited number of pharmacists/volunteers so we had to scale it back a little. We didn't want to offend anyone so we had some professionals double up at tables. This worked but we did not want to make that mistake again next year.

List Each "To Do" for Project

1. Managed Care Pharmacy Speaker
2 months to secure speaker and allow for appropriate accommodations
2. Networking Speech /Personal Development Speech and Exercise
1 month to plan topics of discussion
3. Roundtable Discussion
6 and 2 month reminders to request speakers
1 month prior to confirm availability and presence
4. Funding/Budgeting
At least 2 months ahead of time
5. Venue
Inquired about venue 2 months prior
Secured 1 month prior
6. Refreshments
Contact was made beginning 1 month prior to event
A good rapport was established early so that changes in our order were not an issue
7. Nation-wide advertisement and registration
Registration link created (Google Doc) and attached a PayPal link for payment 6 weeks prior
Email and flyer was sent to AMCP and blasted out to all AMCP members 6 weeks prior
Second email blasted through AMCP including registration link 4 weeks prior
8. School-wide Advertisement
Campus-wide announcements and biweekly emails 2 months in advance
Excused absence list generated and sent to Dean's office for approval 1 month prior
9. Invitation to AMCP President David Clark
Invitation was extended at the AMCP National Meeting 6 months prior to event and then again 3 months prior and 1 month prior

Project Checklist:

- Brain Storm Session Ideas
- Decide on target audience
- Decide on Goals for this audience
- Decide on appropriate program designed to meet goals
- Pick appropriate date to accommodate that audience
- Determine the length of the event
- Find speakers to cater to the audience and the goals you have set
- Find Venue to accommodate total attendees
- Determine refreshments (you will likely use the venue's caterer)
- Develop sessions to fit into event length
- Figure out how to fund event (fundraising/grants/donations/ticket sales)
- Create Promotional materials
 - Emails
 - Posters
 - Flyers
- Collect attendee names and registration and generate contact list
 - Registration Google Doc
 - PayPal account
- Remind all those involved in the project as it nears
- Confirm Venue for set up/break down.
- Confirm refreshments
- At end of event
 - Collect feedback to maximize results next year (do not wait to send survey out later)
- After event
 - send thank you cards to pharmacists
 - send thank you email to all students who attended

Emails were sent out to different pharma companies with the following in the body of the email:

Dear Mr. Smith,

As a past participant in an AMCP event, we would like to invite you to the AMCP Student Symposium on Friday October 21st at 2:45pm immediately following AMCP's 2011 Educational Conference. Please see attached letter for more information.

Thank you,

Sean Chitwood
AMCP Chapter President
Mercer University College of Pharmacy and Health Sciences

This was the attached document

Dear Mr.

The Academy of Managed Care Pharmacy (AMCP) Mercer University Chapter will be hosting a student symposium following the AMCP Educational Conference at the Marriott Marquis (265 Peachtree Center Ave, Atlanta, GA 30303) on October 21, 2011 from 2:45pm-6:00pm. We would like to invite Merck, Inc, to also participate as an exhibitor for this event. The exhibit fee is \$500 and the tax ID number for the Mercer University AMCP Chapter is *****. If you are willing to participate in this event please respond and we will send you a PayPal link for the fee.

Please call me at ***** if you have any questions or need any additional information regarding this event.

Thank you for your support!

Regards,

Sean Chitwood
AMCP Chapter President
Mercer University, College of Pharmacy and Health Sciences
3001 Mercer University Dr.
Atlanta, GA 30341-4155



Academy of
Managed Care
Pharmacy®

MERCER UNIVERSITY
STUDENT CHAPTER

2nd Annual Student Symposium

Non-Student Registration & Information

Academy of Managed Care Pharmacy (AMCP) Student Symposium

Hosted by AMCP's Mercer University (COPHS) Student Chapter

Date: Friday, October 21st, 2:15 – 6:15pm, Reception to follow

Location: Marriott Marquis

Registration opens Sept 14th, 2011 with limited availability*

Registration required

**As of 10/11/11 there are only 17 spots available*

Once capacity has been met students will be placed on wait list if desired

What is Managed Care?

An organized health care delivery system with three major goals:

- Improve quality and accessibility of health care
- Improve outcomes and overall quality of life for patients
- Contain medical costs

Where do managed care pharmacists work?

- Health Plans /Government Agencies
- Pharmacy Benefit Management (PBM) firms
- Pharmaceutical Industry
- Specialty Pharmacy Providers (SPP)
- Retail Pharmacy
- Consulting Firms
- Academia

Event Overview:

The AMCP Student Symposium aims to introduce students from pharmacy schools around the country to managed care pharmacy concepts and develop professionalism and networking skills. Students will have the opportunity to explore basic concepts and the changing tide of pharmacy in managed care, networking, interviewing skills, and meet other students and pharmacists involved in managed care.

Mercer University's AMCP Chapter hosts this event with support from GA- AMCP affiliate pharmacists.

Schedule of Events:

2:15 – 2:45	Registration and Sign-in
2:45 – 3:15	Welcome and Introductions: Managed Care
3:15 – 4:00	Session One: The Changing Tide of Managed Care
4:00 – 4:30	Session Two: Professionalism and Your Elevator Speech
4:30 – 4:45	Refreshments/Break
4:45 – 6:15	Roundtables (Internship/Residency, Mentorship, Entrepreneurship, Leadership Transitions, Medicaid, Medicare, Comparative Effectiveness, Speed Interviewing, Industry/MSL)
6:15-7:00	Closing and Reception

SPEAKERS/PHARMACISTS/VOLUNTEERS:

Pharmacist Speakers and GA/AMCP Volunteers:

Please register by sending an email to this address. merceramcp@gmail.com

Include:

Name

Title

Email

Phone

This information will be printed in the student packet.

For additional information and speaking logistics please contact our AMCP Diplomat, Shobhna Butler, sdbutler@b-wellness.com

Roundtables will consist of a 10 minute presentation w. Q&A, and then each group moves to the next table. The topics for roundtables are listed above in the schedule of events, and may be adjusted based on need. The students will be able to select 6 roundtable topics out of 9 tables available; the speed-interviewing table will be the only requirement for all students.

Pharmacist and volunteers not a designated speaker at a table will be asked to help facilitate this session and serve as a “catalyst” to promote table discussions.

Following the roundtable sessions, the students are planning a networking reception where all speakers and volunteers will be asked to engage in one-on-one or small group discussions.

The reception may change to a dinner format pending funding and location logistics.

**The Mercer University AMCP Chapter
Invites You
to the
Second Annual Student Symposium**

To Register [Click Here](#)

Dear Student Pharmacists,

You are cordially invited to the **Mercer AMCP Chapter's Second Annual Student Symposium to be held on Friday, October 21, from 2:15 until 6:45pm** with a reception following the Symposium. The event will be held at the Atlanta Marriott Marquis - the site of AMCP's National Fall Educational Conference. All student's are invited to this event, **you do not have to be a member of AMCP to attend the symposium.**

If you are planning to attend AMCP's Fall Educational Conference extend your stay and attend this event just for student pharmacists interested in managed care pharmacy! The Symposium will be held at the Atlanta Marriott Marquis - the site of AMCP's Fall Educational Conference. Students from AMCP chapters around the country will be present so come out, network, and meet some fellow pharmacy students!

More information about the Symposium is outlined in the attachment to this email. Don't forget registration ends on Friday Oct. 14, 2011.

If you have any questions about the Symposium, please send them to merceramcp@gmail.com.

We look forward to seeing you there!

The Officers of the Mercer AMCP Student Chapter

Email Confirmation to Registrants

Academy of Managed Care Pharmacy Student Symposium Registration

Thank you for registering for the AMCP Student Symposium. Please go to this link to complete the Registration payment through Paypal.

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=5GEG69U2HHYYS

Please let me know if you have any questions.



Academy of
Managed Care
Pharmacy®

MERCER UNIVERSITY
STUDENT CHAPTER

2nd Annual Student Symposium

Academy of Managed Care Pharmacy (AMCP) Student Symposium

Hosted by AMCP's Mercer University (COPHS) Student Chapter

Date: Friday, October 21st, 2:15 – 6:45pm, Reception to follow

Location: Marriott Marquis

Registration opens Sept 14th, 2011 with limited availability

What is Managed Care?

An organized health care delivery system with three major goals:

- Improve quality and accessibility of health care
- Improve outcomes and overall quality of life for patients
- Contain medical costs

Where do managed care pharmacists work?

- Health Plans
- Pharmacy Benefit Management (PBM) firms
- Pharmaceutical Industry
- Specialty Pharmacy Providers (SPP)
- Retail Pharmacy
- Consulting Firms
- Academia

Event Overview:

The AMCP Student Symposium aims to introduce students from pharmacy schools around the country to managed care pharmacy concepts and develop professionalism and networking skills. Students will have the opportunity to explore basic concepts and the changing tide of managed care pharmacy, networking and interviewing skills, and meet other students and pharmacists involved in managed care pharmacy. The event will be hosted by Mercer University's AMCP Chapter with support of Georgia AMCP affiliate pharmacists.

AMCP Student Symposium Events:

- Registration
- Introduction: Managed Care and AMCP
- Session One
- Session Two
- Refreshments/Break
- Speed Interviewing/ Roundtables
- Closing
- Reception

Registration/Cost:

Student Registration:

Registration will be open from **Wednesday, September 14th, 2011 through Friday, October 14th 2011** or when 75 students have registered. **The cost is \$25.00 to register, with up to this entire amount (Less the PayPal administrative fees) reimbursed to you at the closing of dinner on Friday evening.**

Attendees will not be reimbursed if they do not attend the full meeting. Registration includes the full event, refreshments during the meeting, and closing reception.

Students do not need to be current AMCP members to attend.

Look in your inbox on September 14th for further information on how to register.

Questions? Email merceramcp@gmail.com !



Academy of
Managed Care
Pharmacy®

MERCER UNIVERSITY
STUDENT CHAPTER

2nd Annual Student Symposium

Academy of Managed Care Pharmacy (AMCP) Student Symposium

Hosted by AMCP's Mercer University (COPHS) Student Chapter

Date: Friday, October 21st, 2:15 – 6:15pm, Reception to follow

Location: Marriott Marquis

Registration opens Sept 14th, 2011 with limited availability*

Registration required

**As of 10/11/11 there are only 17 spots available*

Once capacity has been met students will be placed on wait list if desired

What is Managed Care?

An organized health care delivery system with three major goals:

- Improve quality and accessibility of health care
- Improve outcomes and overall quality of life for patients
- Contain medical costs

Where do managed care pharmacists work?

- Health Plans
- Pharmacy Benefit Management (PBM) firms
- Pharmaceutical Industry
- Specialty Pharmacy Providers (SPP)
- Retail Pharmacy
- Consulting Firms
- Academia

Event Overview:

The AMCP Student Symposium aims to introduce students from pharmacy schools around the country to managed care pharmacy concepts and develop professionalism and networking skills. Students will have the opportunity to explore basic concepts and the changing tide of pharmacy in managed care, networking, interviewing skills, and meet other students and pharmacists involved in managed care. The event will be

hosted by Mercer University's AMCP Chapter with support of Georgia AMCP affiliate pharmacists.

Schedule of Events:

2:15 – 2:45	Registration and Sign-in
2:45 – 3:15	Welcome and Introductions: Managed Care
3:15 – 4:00	Session One: The Changing Tide of Managed Care
4:00 – 4:30	Session Two: Professionalism and Your Elevator Speech
4:30 – 4:45	Refreshments/Break
4:45 – 6:15	Roundtables (Internship/Residency, Mentorship, Entrepreneurship, P&T, Leadership Transitions, Medicaid, Medicare, Comparative Effectiveness, Speed Interviewing, Industry/MSL)
6:15-7:00	Closing and Reception

STUDENTS:

The cost for Student registration is \$25.00. However, if you attend the entire symposium, students will be reimbursed \$20.

Register for the event!

Please complete the student registration form by [clicking here!](#)

If you have any questions, please contact Mercer AMCP at merceramcp@gmail.com. We hope to see you on October 21st!

Mercer AMCP Executive Committee

Sean Chitwood, President

Jared Safran, President-elect

Hallie Lee, Secretary

Sarah Baggett, Treasurer

Matt Nguyen, Fundraising Chair

Rebecca Wilson, COS Representative

Laurie Copeland, Historian

Aimee Hjerpe, 4th year liaison

2nd Annual Student Symposium

Academy of Managed Care Pharmacy (AMCP) Student Symposium

Hosted by AMCP's Mercer University (COPHS) Student Chapter

Event Overview:

The AMCP Student Symposium aims to introduce students from pharmacy schools around the country to managed care pharmacy concepts and develop professionalism and networking skills. Students will have the opportunity to explore basic concepts and the changing tide of pharmacy in managed care, networking, interviewing skills, and meet other students and pharmacists involved in managed care. The event will be hosted by Mercer University's AMCP Chapter with support of Georgia AMCP affiliate pharmacists.

Schedule of Events:

2:15 – 2:45	Registration and Sign-in
2:45 – 3:15	Welcome and Introductions: Managed Care
3:15 – 4:00	Session One: The Changing Tide of Managed Care
4:00 – 4:30	Session Two: Professionalism and Your Elevator Speech
4:30 – 4:45	Refreshments/Break
4:45 – 6:15	Roundtables (Internship/Residency, Mentorship, Entrepreneurship, P&T, Leadership Transitions, Medicaid, Medicare, Comparative Effectiveness, Speed Interviewing, Industry/MSL)
6:15-7:00	Closing and Reception

Mercer AMCP Executive Committee

Sean Chitwood, President

Jared Safran, President-elect

Hallie Lee, Secretary

Sarah Baggett, Treasurer

Matt Nguyen, Fundraising Chair

Rebecca Wilson, COS Representative

Laurie Copeland, Historian

Aimee Hjerpe, 4th year liaison

merceramcp@gmail.com

Thanks from all the students to those who participated in this event

Academy of Managed Care Pharmacy (AMCP) Student Symposium

Student Feedback

Your feedback is very important to us!

On a scale of 1 (not good) to 5 (the best) how would you rate the following?

1. The selection of speakers?	1	2	3	4	5
2. Session 1: The Changing Tide of Managed Care?	1	2	3	4	5
3. Session 2: Networking/Elevator Speech?	1	2	3	4	5
4. Speed Interviewing?	1	2	3	4	5
5. Roundtable discussions?	1	2	3	4	5
6. Duration of each activity?	1	2	3	4	5
7. Ability to interact with other students?	1	2	3	4	5
8. Ability to interact with GA AMCP members?	1	2	3	4	5
9. The event overall?	1	2	3	4	5

10. Would you attend another event similar to this one if offered?

11. Has this event changed your outlook on managed care?

12. Would you recommend this event to a friend?

13. What was your favorite thing about the Student Symposium?

14. What was your least favorite thing about the Student Symposium?

15. What can be done better next year?

16. What was your favorite round table topic?